

November – December 2005



*A newsletter for undergraduate  
students of business.*

Accounting • Business Economics • Economics • Finance • General Business •  
International Business • Management • Marketing

# Seidman College of Business

Undergraduate Student Services Newsletter • DeVos Center, 1<sup>st</sup> floor  
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• H. James Williams, Dean •  
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## Seidman Professional Development Series Attendance is UP!

Nearly 250 students attended the first Seidman Professional Development Series (PDS) presentation for the 2005-2006 academic year, which was held in October.

The attendance was not only up from last year, but was also the highest at any of these events. At the very first Seidman Professional Development Series presentation held in fall 2000, the same topic, “How to work a room” and “Table topics,” drew 64 attendees.



**Paul Lane** (*standing near the middle*) led the presentation on ‘How to Work a Room’ and ‘Table Topics’ at Seidman’s first PDS event of the year.



**Kelvin Boston** (*standing*) addresses a record audience at the second Seidman Professional Development Series presentation of the year.

The second PDS event of the year, offered in conjunction with the Office of Multicultural Affairs, drew more than 350 attendees – making *it* the highest attendance at any of these events! The guest presenter was Kelvin Boston, author and executive producer and host of the public television series *Moneywise with Kelvin Boston*.

Mr. Boston’s message was that not only can you have big financial dreams, but also that those dreams are attainable and you can get started now!

*Special thanks to Nick Farr of Beta Alpha Psi for the photographs!*

## Seidman Professional Development Series Continues in Winter

**How to give a Professional Presentation that  
Beats the Competition**

*February 16, 2006, 6:00 p.m. to 7:30 p.m., 2<sup>nd</sup> Floor,  
Eberhard Center*

**Etiquette Dinner: How to Eat in Front of Your  
Boss or Client (RSVP required 331-7500)**

*April 13, 2006, 6:00 p.m. to 8:00 p.m., 2<sup>nd</sup> Floor,  
Eberhard Center*

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## Academic Advising Initiative: Make Your Opinion Known!

Your opinion on academic advising is so important to the University Academic Advising Council (Advising Council), that it is offering a laptop, iPods, and gas and food cards to hear it!

The Advising Council is made up of representatives from across the university and is conducting an academic advising initiative during the 2005-2006 academic year. Part of that initiative includes completing an Academic Advising Self-study. One component of the Academic Advising Self-study is to survey students, faculty, professional advisors, and administrators to gather information regarding academic advising at Grand Valley. We want to know your impressions of academic advising at GVSU as it currently exists, so the purpose of this survey is to gather information to help us understand and enhance your academic advising experiences.

Any student who completes the survey, available on Blackboard from **November 16 until December 2**, will have a chance to win several prizes. Don't worry! The survey is anonymous. Your name will be put on a separate list and entered into a raffle for one of the prizes.

In March, after the Self-study is completed, a team of three consultants from the National Academic Advising Association (NACADA) will visit campus to review the Self-study, conduct interviews, and develop recommendations for improvement.

### Seidman Begins On-Line Course Evaluations

This past spring/summer, the Seidman College of Business pilot tested on-line course evaluations. This fall, we are conducting all course evaluations on-line, and the key is your participation!!

In fact, your participation is so important that, when the time is right you will receive *many* email messages on the evaluations! The system administrator will automatically send you an email message when the evaluations are available, and then periodically send you reminders. If you have been proactive and don't need the reminders, then just ignore them!

The schedule for on-line evaluations is as follows:

- November 21 - Earliest date to give evaluations for full term classes, part of Thanksgiving week
- November 28 through December 10 - Last two weeks of class (most classes do evaluations during this period)
- December 12 - Beginning of finals week
- December 16 - Last date for electronic evaluations

### Delta Sigma Pi in Philly!

By Dylan Davis, Delta Sigma Pi

In early October, members of Delta Sigma Pi, the professional co-educational, interdisciplinary business fraternity, traveled to Philadelphia for their regional conference. More than two-thirds of the chapter attended, and it was a great time to network, to meet other brothers, and to learn new aspects of business. More than four hundred students attended from all over the eastern part of the United States, and it made for a fun and exciting time.

Delta Sigma Pi is a Seidman student organization that participates in presentations given by professional speakers, company tours, community service, and philanthropy, as well as travels to regional and national conferences each semester. If you're interested in getting involved, email [dsp@studnet.gvsu.edu](mailto:dsp@studnet.gvsu.edu).

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The Seidman College of Business newsletter is published by the business school bi-monthly during the academic year and once each summer. It is compiled by Seidman Undergraduate Student Services, 101B DeVos Center. Telephone: 616-331-7500. Fax: 616-331-7391.

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## Seidman Introduces a New Study Abroad Opportunity

What do Hewlett Packard, Daimler Chrysler, Siemens, Steelcase, and Wolverine World Wide have in common? The answer is a vested interest in India! These companies and various other global players are investing heavily into new research and development (R&D) centers, manufacturing plants, and information technology (IT) and biotechnology labs.

If you are interested in becoming a future business leader, and would like to one day work for a Fortune 500 company, think about studying abroad in India! Build your international competencies by joining our brand new faculty-led program in Pune, India for the summer of 2006. During your study abroad visit, you will have opportunities to meet CEOs and visit many American/Indian companies that play a key role in today's international business world.

Pune is not only the second largest IT and R&D center of India, but is also a higher education destination for the best and brightest engineers and business students. While studying at the Symbiosis Institute of Business Management (SIBM) you will gain expert knowledge of Indian business culture. The India Program Director, Dr. Yatin Bhagwat of the Finance Department, created a balanced program that includes many cultural outings and sightseeing trips.



**Symbiosis Institute of Business Management (SIBM)**

The Seidman College of Business encourages you to explore this unique study abroad opportunity! For more information, please contact Dr. Yatin Bhagwat, Finance Department, [bhagwaty@gvsu.edu](mailto:bhagwaty@gvsu.edu), 616-331-7431, or Alexandra Schmid, Seidman Undergraduate Student Services, [schmiale@gvsu.edu](mailto:schmiale@gvsu.edu), 616-331-7500.

## Seidman Initiates Mentoring Program

The Seidman College of Business is in the process of developing a mentoring program for some of our most outstanding students. We have invited each Seidman Dean's Advisory Board member to consider taking part in this program. Beginning in January 2006, we plan to initiate phase I of the Vantage Point Mentoring Program, which will seek to match our high-achieving students with top-level executives. We believe you can benefit greatly from the guidance, insight, and expertise of these executives.

### **VANTAGE POINT** Mentoring Program

The objective of this phase of Vantage Point is to assist you to begin making the transition from education to career as you approach the end of your undergraduate experience. Student participants will be selected by academic performance, extracurricular activities, references,

and a panel interview. We will invite successful juniors and seniors, who are willing to make a semester long commitment to the program, to complete an application packet. In future years, we hope to extend the program to span a complete academic year.

You will be matched with a mentor as much as possible by common interests. After initiating the program with a social mixer, each pair would set up their individual monthly meetings (in February, March, and April) with a mutually agreeable schedule. The structure of these meetings would be up to the individuals.

If you are interested in being considered as a student participant in this program, you are welcome to pick up the application and guidelines in Seidman Undergraduate Student Services located in 101B DeVos.

## **C.E.O. Explores the 'Wonderful World of Entrepreneurship'** By Brent Reame, C.E.O.

At 6:30 one Wednesday morning in October, sixteen students from the Seidman College of Business chapter of the Collegiate Entrepreneurs' Organization gathered for a flight to Orlando. The destination was the National Collegiate Entrepreneurs' Organizations Annual National Conference, titled "The Wonderful World of Entrepreneurship" held at the Sheraton World Resort. The three day conference was incredible. We attended presentations given by prominent entrepreneurs, including Richard Tait, founder of Cranium Inc. and John Goeken, founder of MCI, FTD and Airfone.



*Left to right, C.E.O. members Natasha Fluharty, Jessica Harrington, Tony Frank, and Jim Hutt listen to the keynote speaker.*

Throughout the conference, we had opportunities to network with students and professionals from around the country. "Break-out" sessions allowed us to interact in smaller groups. These groups were organized by topics ranging from how to start a C.E.O. chapter to learning the great opportunities that international trade has to offer. Every session was led by distinguished professionals who were excited to meet and speak with us.



*Left to right, CEO members Andy Bruischat, Alden Schaub, and Jim Hutt attend one of the many breakout sessions.*

The conference also gave our members and advisors time to create closer bonds. I am confident that every member that attended the conference returned to Michigan with fifteen much closer friends. Overall, the conference in Orlando was an amazing experience!

For more information on C.E.O, email [ceo@student.gvsu.edu](mailto:ceo@student.gvsu.edu), or visit our website: <http://www.gvsuceo.com/>

### ***Reception Planned for Graduating Business Students***

Commencement is a highlight in the lives of many students who have dedicated years of hard work and sacrifice to earning their college degree. The Seidman College of Business is pleased to invite all graduating business students to a special reception immediately following the commencement ceremony on December 10, 2005. The reception is an opportunity for Seidman College of Business graduates to celebrate their accomplishments with fellow Seidman graduates, faculty, and staff.

In what has become a Seidman tradition, the reception will be held at the Top of The B.O.B., located directly across from the Van Andel Arena, where commencement is held. Graduates are welcome to bring their commencement guests to the reception.